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PARTNERS



At The Convergence of  
**Art & Technology**

# Overview of Online Marketing



Connecting For A Cause  
November 16, 2011

# Presenter



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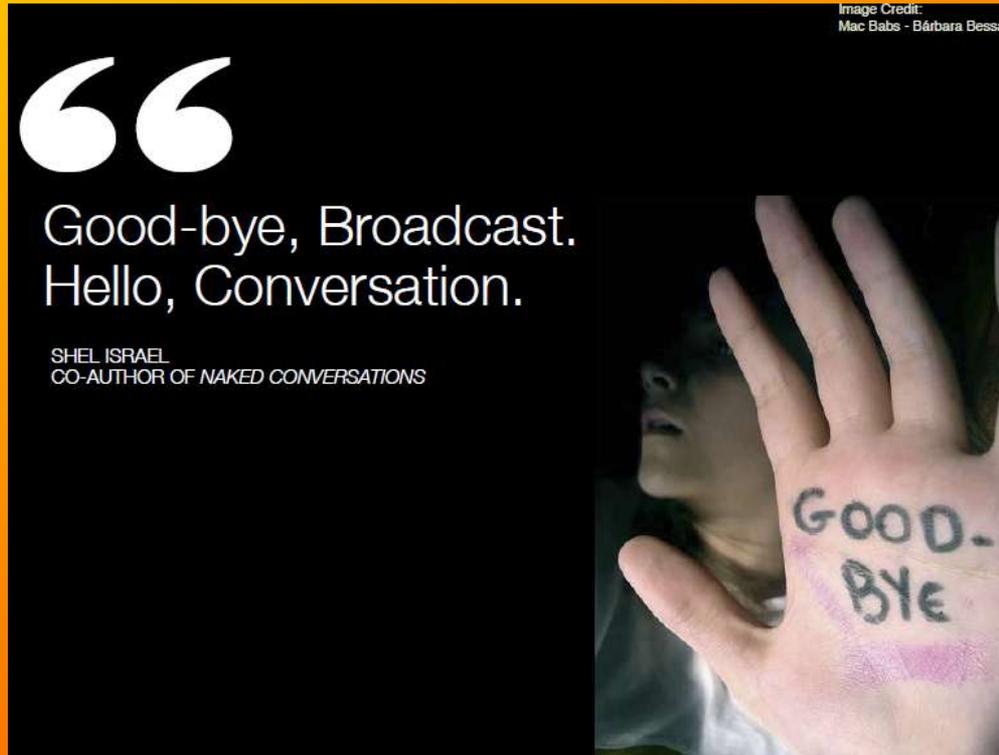
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Download slides:

<http://bit.ly/PRSA-25Ways>

# Overview of Online Marketing





“

...the Internet has turned what used to be a controlled, one-way message into a **real-time dialogue** with millions.

DANIELLE SACKS  
WRITER, *FAST COMPANY*



79% of adult Americans use the Internet.

A close-up photograph of a person's hands, with fingers curled into a fist. The fingers are tattooed with the letters 'G', 'O', 'O', 'G', 'L', 'E' in blue ink, spelling out 'Google'. The thumb and index finger are also tattooed with the letters 'L' and 'E' in blue ink, spelling out 'Life'. The person is wearing a dark blue t-shirt and a black belt with a silver buckle. The background is a plain, light-colored wall.

78%  
of Internet users conduct product research online.

Google

the droids we're looking for

Google Search

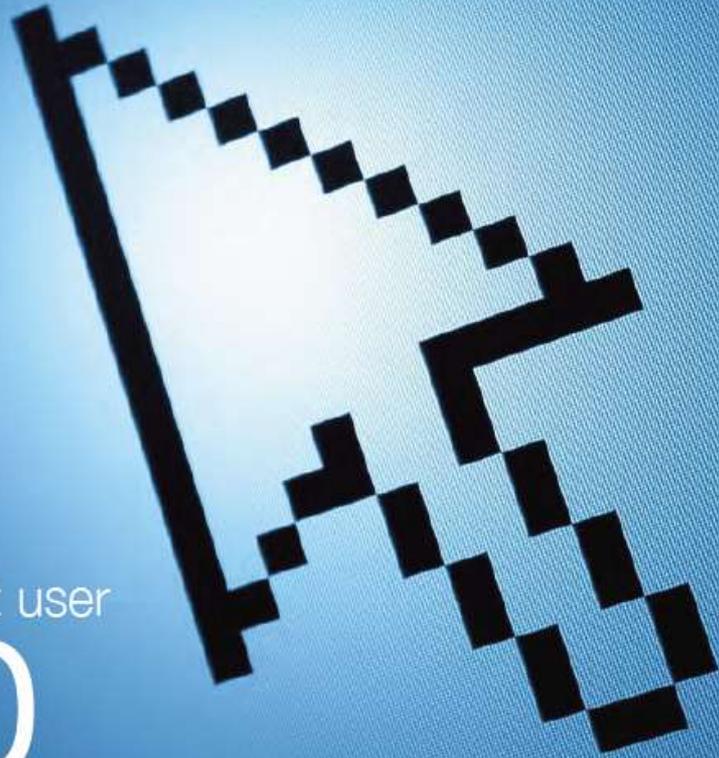
I'm Feeling

10.3 Billion searches are conducted every month on Google.

The average US Internet user  
views

**2,750**

web pages **per month.**



A photograph of a person sitting at a desk with a laptop. The person's face is partially visible behind the laptop. In the foreground, a large, close-up image of a foot is superimposed over the scene. The foot is positioned as if it is about to step on the laptop. The background shows a window with blinds and a chair.

**1/3** of US consumers spend  
**three or more hours**  
online every day.

### Post A Comment

NAME: (REQUIRED)

EMAIL: (REQUIRED, NOT PUBLISHED)

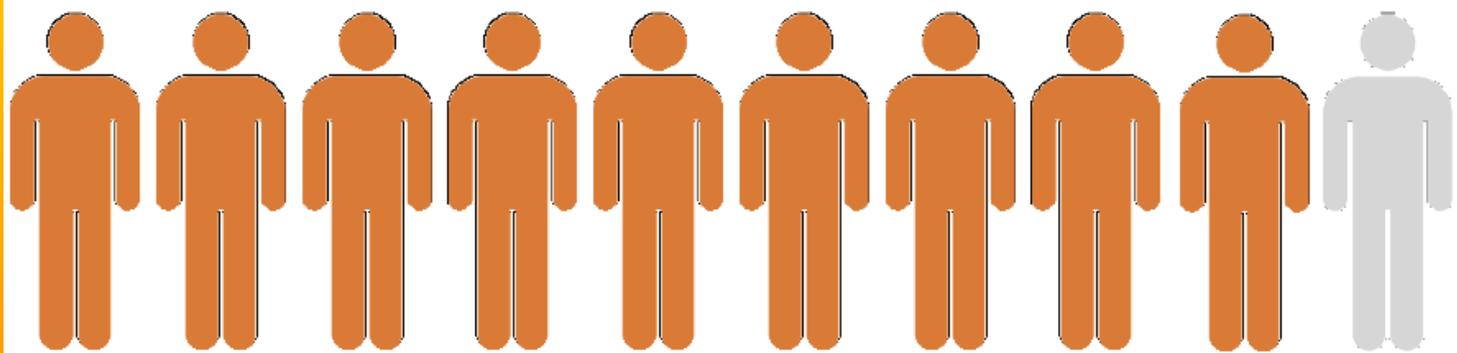
WEBSITE:

YOUR COMMENT:

24%  
of adults have posted comments  
or reviews online about the things  
they buy.

No commercial advertisements or trolling/asshatting allowed. Love your neighbor by using valid and semantic XHTML like `<em>` instead of `<i>` and `<strong>` instead of `<b>` por favor.

Post A Comment



**9 out of 10** Internet users visited a social networking site each month in 2010.



**1 out of every 8**  
minutes online  
is spent on Facebook.

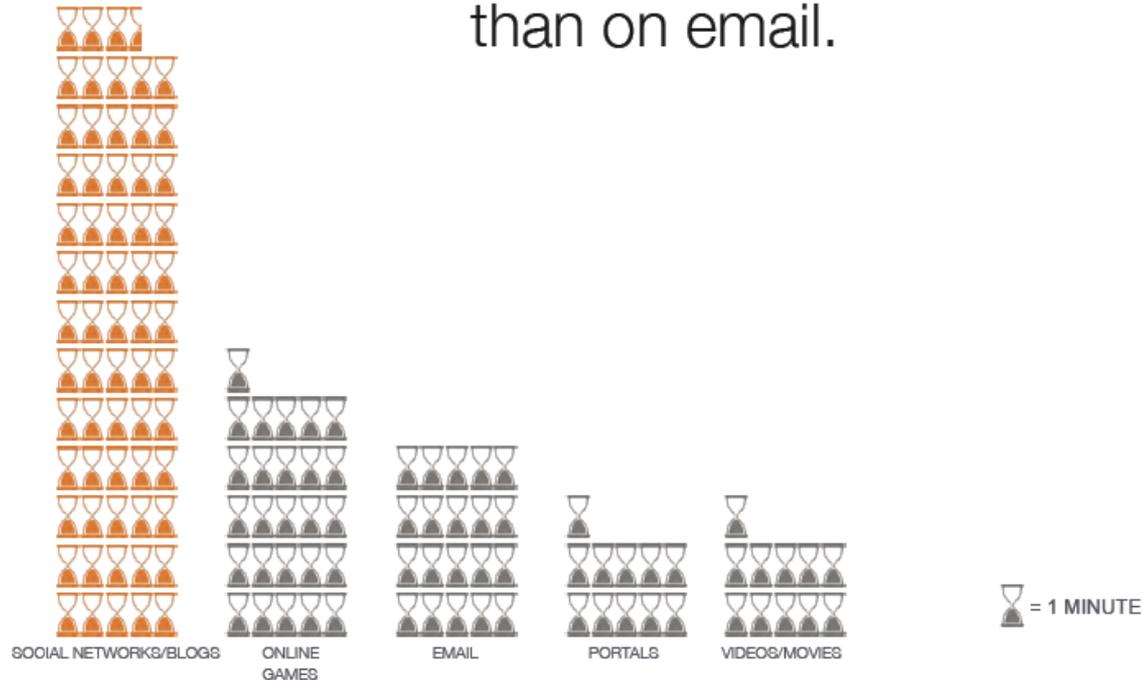


Twitter's active  
user base generates  
**90 Million**  
tweets **per day.**



**More than half**  
of all Internet users  
read blogs at least monthly.

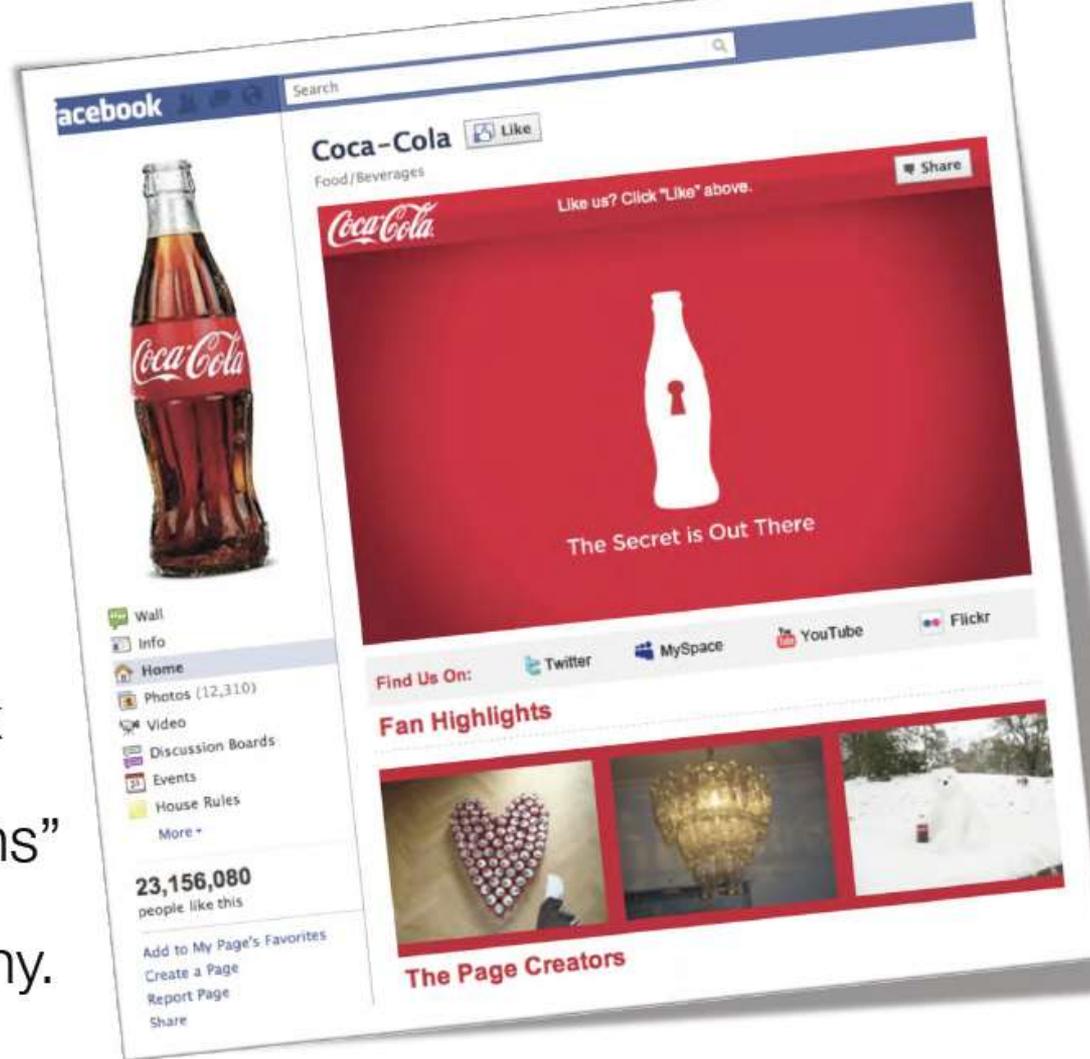
US Internet users spend  
**3x more** minutes on blogs  
& social networks  
than on email.



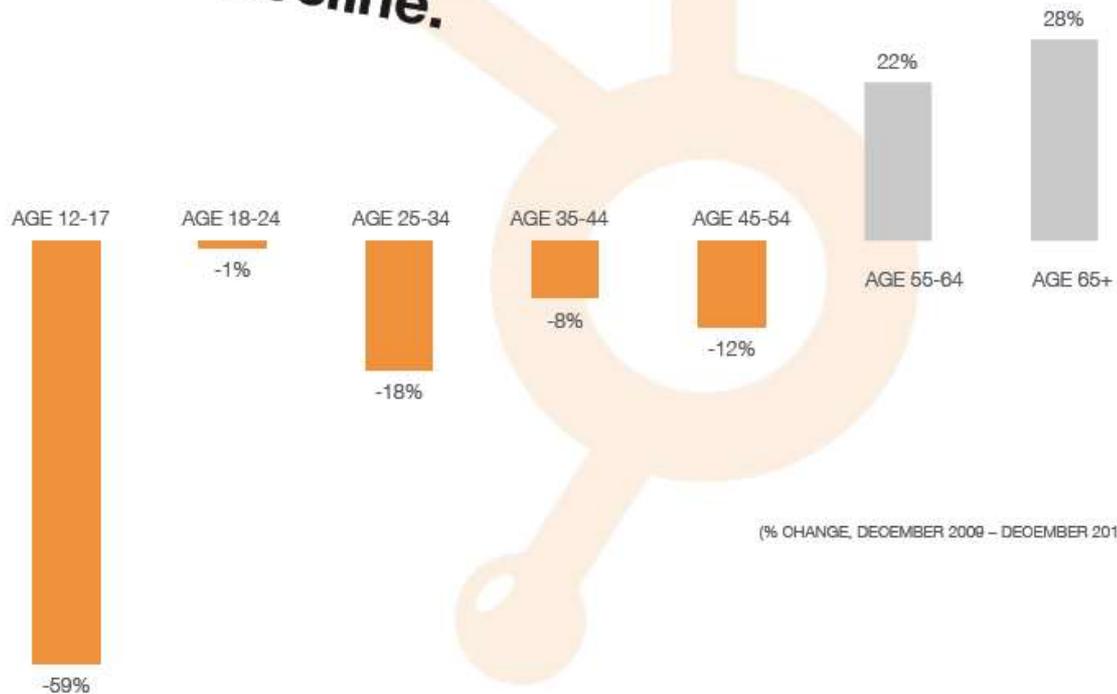


**40%**  
of Facebook's  
user base is  
**age 35+.**

64%  
of Facebook  
users have  
become “fans”  
of **at least**  
**one** company.



Web-based email usage  
is **on the decline.**



70%  
of the links search users  
click on are **organic**—not paid.

The screenshot shows a Google search interface for the query "best shoe store boston". The search bar at the top contains the text "best shoe store boston" and shows "About 957,000 results (0.14 seconds)". Below the search bar, there are navigation tabs for "Everything", "Images", "Videos", "News", "Shopping", "Places", and "More". The "Places" tab is selected, displaying a list of search results for shoe stores in Boston, MA. Each result includes a lettered marker (A-F), a business name, a star rating, the number of reviews, and the business's website. To the right of the list is a map of Boston with red location pins corresponding to the search results. Below the map, there are several advertisements for shoe stores, including "Best shoes", "City's Best: Boston", and "Shoe Store at Zappos".

Google  
best shoe store boston  
About 957,000 results (0.14 seconds)

Search  
Advanced search

Instant is on

Everything  
Images  
Videos  
News  
Shopping  
Places  
More

Wenham, MA  
Change location

Show search tools

Places for best shoe store near Boston, MA

- A DSW - 122 reviews - Place page  
www.dsw.com - Downtown Crossing, 385 Washington Street, Boston - (617) 556-0291
- B Moxie - 44 reviews - Place page  
www.moxieboston.com - 51 Charles Street, Boston - (617) 557-9991
- C John Fluevog Shoes - 143 reviews - Place page  
www.fluevog.com - 302 Newbury Street, Boston - (617) 266-1079
- D Thom Brown of Bos Inc - 38 reviews - Place page  
thombrown.com - 331 Newbury Street, Boston - (617) 286-8722
- E Nahas Shoes - 27 reviews - Place page  
nahashoes.com - 65 Charles Street, Boston - (617) 723-6176
- F Payless ShoeSource - 15 reviews - Place page  
www.payless.com - 367 Washington Street, Boston - (617) 451-1871
- G New Balance Athletic Shoe Inc - 7 reviews - Place page  
www.newbalance.com - 20 Guest Street, Boston - (617) 763-4000

More results near Boston, MA

Rate places to improve your recommendations

Boston Shoe Stores  
171 businesses reviewed for Shoe Stores in Boston on Yelp. Read about places like John Fluevog Shoes, ... Best Boston Shoe Stores By Neighborhood ...  
www.yelp.com » Boston » Shopping » Fashion - Cached - Similar

Best shoe store in boston Boston  
Reviews on Best shoe store in boston in Boston - Berk's, Steve Madden, John ...  
www.yelp.com/search?...best-shoe+store...boston...Boston%2C... - Cached - Similar

Show more results from yelp.com

Boston's Best Shoe Stores - Shopping - Time Out Boston  
Nov 8, 2010 ... Boston's best Shoe stores. OMG, shoes. By Christine Liu. Berk's Shoes Its location in Harvard Square is a no-brainer, as the selection of ...  
www.timeoutboston.com/shopping-style/.../bostons-best-shoe-stores - Cached

Ads

Best shoes  
Hottest Designer Brands on Sale!  
Stylyzer quiz: shop in your style.  
www.boutiques.com

City's Best: Boston  
Discover Everything that Boston Has to Offer at the New City's Best  
citysbest.com

Shoe Store at Zappos  
Huge Selection of Shoe Store.  
Free Shipping and Free Returns!  
zappos.com is rated ★★★★★  
www.zappos.com

# 78%

of business people  
use their mobile device  
to check email.





LOWEST  
PRICES  
OF THE YEAR

40%

of US smartphone owners compare prices on their mobile device **while in-store, shopping for an item.**



# 1 in 5

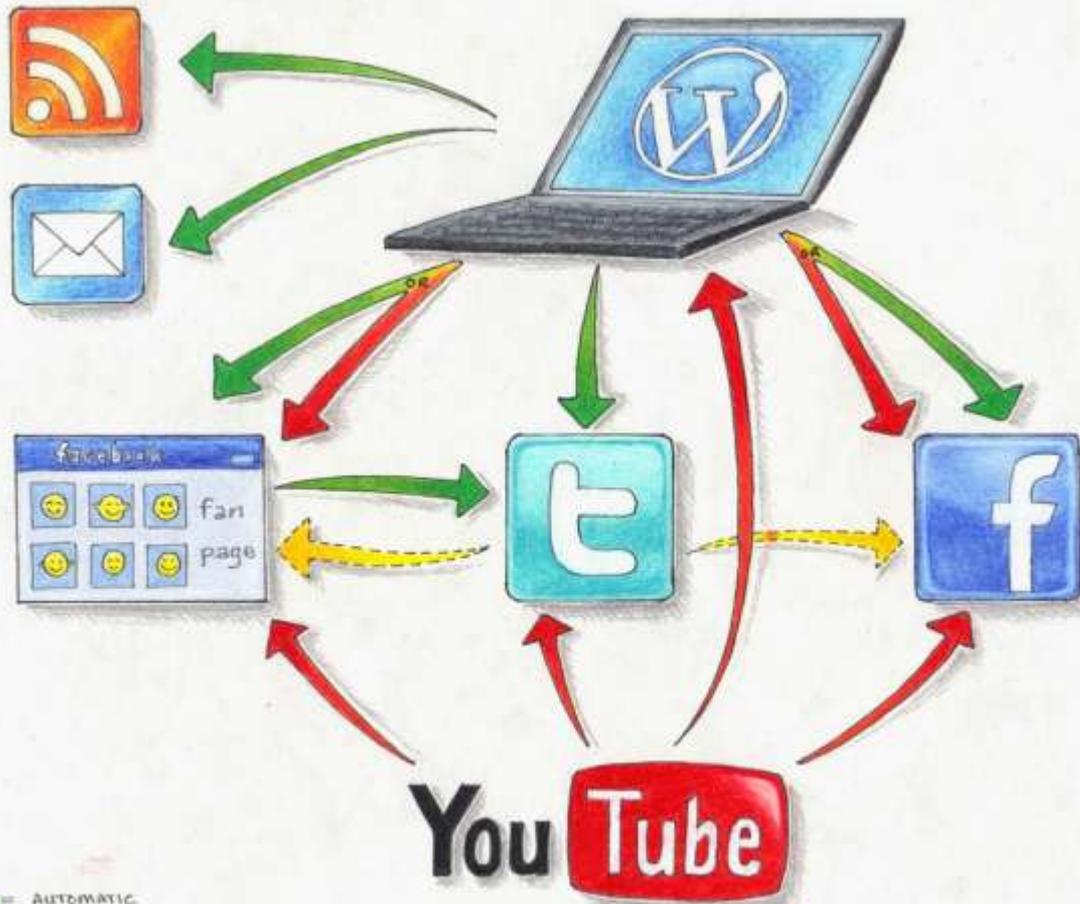
US adult mobile phone owners  
have used their device  
to **make a purchase**  
in the past month.

# So what? You know...

- You have to be online
- You need traffic to your website
- You need to be on social media
- .... But what to do?

# Billboard in the Desert





-  = AUTOMATIC
-  = MANUAL
-  = JUST A FEW

# Inbound Marketing



**Unique Visitors**

**Leads**

**Opportunities**

**Customers**



**More than 1/3** of US companies use blogs for marketing purposes.



Companies that blog get  
**55% more**  
website visitors.

Inbound marketing costs **62% less**  
per lead than traditional, outbound marketing.

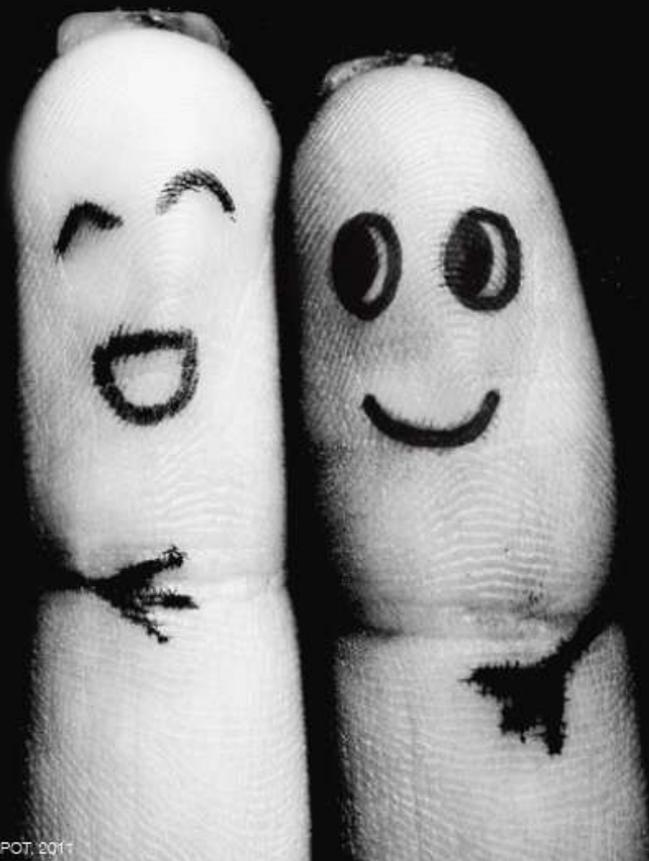


67% of B2C companies  
and 41% of B2B companies  
have **acquired a customer**  
through Facebook.



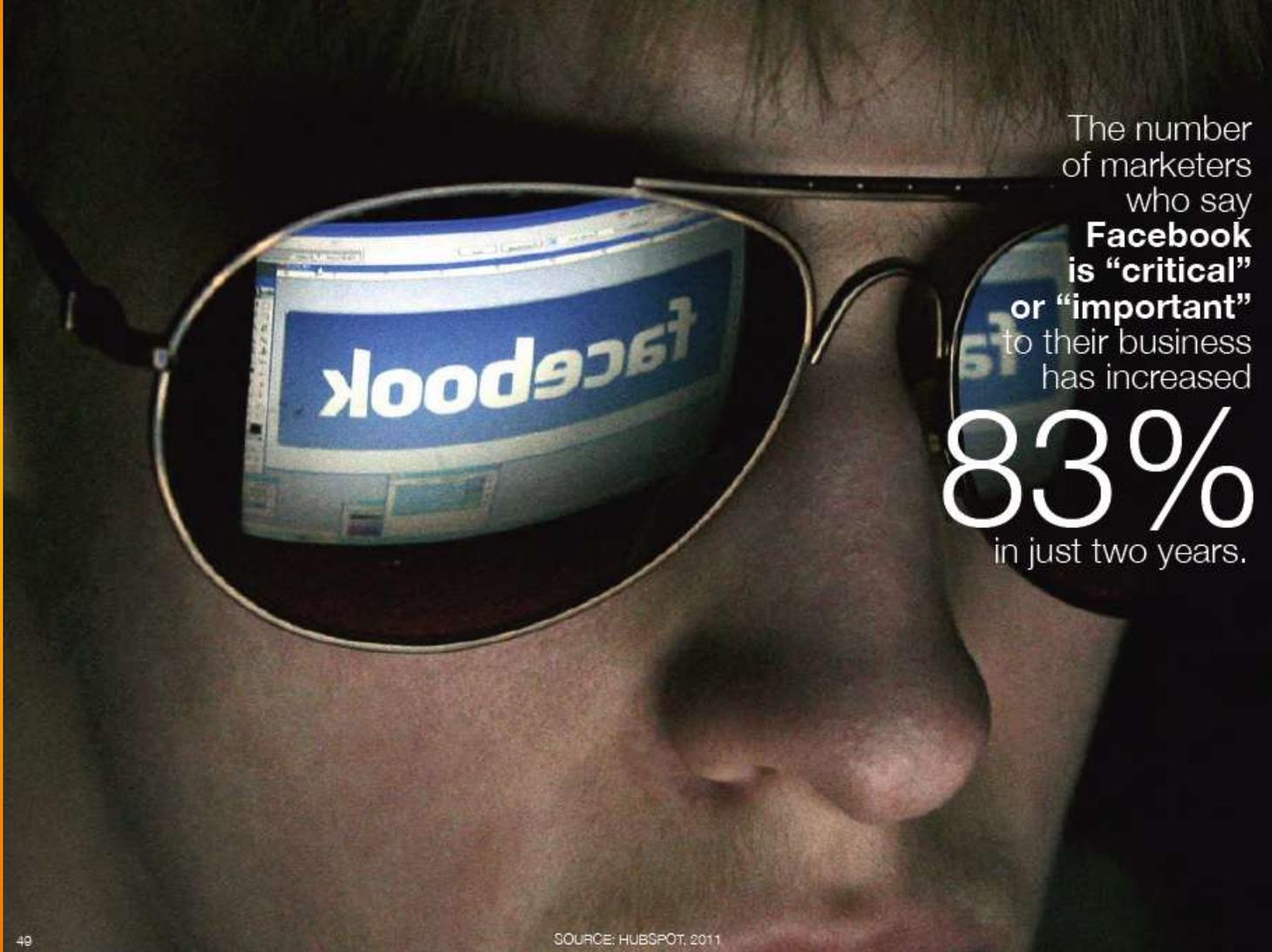
# 57%

of businesses have  
acquired a customer  
through their  
company blog.



42%  
of companies have acquired  
a customer through Twitter.





The number  
of marketers  
who say  
**Facebook**  
is “critical”  
or “important”  
to their business  
has increased

**83%**

in just two years.



51%

of Facebook fans  
are **more likely to buy**  
the brands they fan.



79%  
of Twitter followers  
are **more likely  
to recommend**  
the brands they follow.

# in•bound mar•ket•ing

-noun

Any marketing tactic that relies on earning people's interest instead of buying it;  
a.k.a. the key to marketing **transformation.**



# 1 Make stuff people want.

- EDUCATIONAL EBOOKS
- HOW-TO VIDEOS
- ONLINE CALCULATORS
- PLANNING TOOLS
- ANSWERS TO COMMON QUESTIONS



## 2 Be generous.

- THE MORE YOU GIVE, THE MORE YOU GET

- BUILD TRUST, CREDIBILITY, & GOOD WILL

- INCREASE # OF PAGES & INBOUND LINKS



# 3 Rock your keywords.

- [HTTP://WWW.HUBSPOT.COM/INTERNET-MARKETING-TIPS/DETAILED-KEYWORD-TIPS/](http://www.hubspot.com/internet-marketing-tips/detailed-keyword-tips/)
- [HTTP://WEBSITEGRADER.COM/](http://websitegrader.com/)

# 4 Give great directions.



- RELEVANT LANDING PAGES
- CLEAR CALLS TO ACTION
- COMPELLING OFFERS



5 Invest wisely.

A hand is shown from the bottom center, releasing a paper airplane into a bright blue sky with scattered white clouds. The sky is filled with dozens of other paper airplanes, some in flight and some falling, creating a sense of many messages being sent out. The overall image is framed by orange vertical bars on the left and right sides.

“

It no longer makes economic sense to send an advertising message to the many in hopes of persuading the few.

M. LAWRENCE LIGHT  
FORMER CHIEF MARKETING OFFICER  
MCDONALDS

# Photo Credits

## Slide Fickr username

4	PIMBOULA
5	MEZ LOVE
6, 40 & 41	STÉFAN
7	DARRREN HESTER
8	NICHOLASJON
9	GUSTAVO PIMENTA
12	ETGEEK (ERIC)
13 & 15	DELPHWYND
16	IAN RANSLEY DESIGN + ILLUSTRATION
21	MASOCHISMTANGO
23	THEGOLZER

## Slide Fickr username

27	AGAHRAN
28	B.ROMAIN
31	JULIANA COUTINHO
32	RJMETRICS
33	ESCAPEDTOWISCONSIN
34	XURDE
37	JOSH LIBA
38	BRANDON CHRISTOPHER WARREN
39	FEITICEIRA_ORG

# Overview of Online Marketing



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Image Media Partners provides consulting, implementation and support services for on-line and inbound marketing.

Authorized reseller and support services for HubSpot software

Consultant for inbound marketing and on-line marketing

Implementation specialist for HubSpot software

Deploy and manage online marketing tools such as:

- Blogging

- Social Media

- E-mail campaigns

- Lead nurturing and conversions

- Image Media Partners is a private consulting company based in Seattle, Washington. Learn more how we can help your business with Google Places and increase your reach on the internet and attract more customers. Contact us for a free evaluation of you web site and on-line marketing efforts at: [Image Media Partners](#) or <http://bit.ly/PRSA-Eval>